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Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Yes

No

X

TELEFÔNICA BRASIL S.A.

Publicly-held Company

CNPJ MF 02.558.157/0001-62 - NIRE 35.3.001.5881-4

NOTICE TO SHAREHOLDERS

DATE OF THE 2017 ORDINARY AND EXTRAORDINARY SHAREHOLDERS' MEETING

Telefônica Brasil S.A. ("Company") hereby informs its Shareholders that pursuant to CVM Instruction 481/09, as amended, the Company's Ordinary and Extraordinary Shareholders' Meeting of the year 2017 will be held on April 26, 2017 ("Shareholders' Meeting"). Additional information on said Shareholders' Meeting will be disclosed in due course.

São Paulo, January 13, 2017.

David Melcon Sanchez-Friera

Investor Relations Officer

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Telefônica Brasil – Investor Relations

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Information available at: www.telefonica.com.br/ir

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

TELEFÔNICA BRASIL S.A.
Date: January 13, 2017 By: /s/ Luis Carlos da Costa Plaster
Name: Luis Carlos da Costa Plaster
Title: Investor Relations Director
